

March 2007, Day 1

American Telesis Aids Consultative Selling

Channel Partners Conference & Expo sponsor American Telesis (Booth 133) a facilities-based WAN provider announced it is taking "consultative selling" to the next level.

"Our agent program now focuses on a consultative approach to finding just the right solution for the agents' customers," said Heather J. Selbert, Vice President of Operations for American Telesis, explaining that agents can work with American Telesis engineers to explore possible solutions for their clients. "Unfortunately, people get caught up in the current buzzwords/solutions and then believe that has to be the best choice," she said. "A majority of the time there is another option that might be a better fit for the client requirements."

Selbert has been the driving force behind the company's development of educational tools to increase American Telesis' agents' understanding and comfort level in developing WAN solutions. She also will be a speaker on tomorrow's 9 a.m. panel. "MPLS VPN - Find Out What it Means to You and Your Customers." She explained that taking the time to review the client environment and outline the advantages and disadvantages of the different options, i.e. MPLS, Internet VPN, Private Line, Ethernet Private Line and even Frame Relay is crucial. "This gives the agent the power to explain why they selected the solution they are proposing and answer their client's questions - not only about their proposal but also other scenarios," she said. "The customer will see the genuine interest the agent has in their business success and that translates to a partner/consultant too, not just a salesperson."

Monica J. Bauer, American Telesis' Executive VP of Operations agrees. "American Telesis believes consultative selling is the key factor in showing clients you are working with them thereby winning their trust, respect and ultimately their business."

As one example of its efforts, American Telesis is working alongside agents during client visits. "Together we can present a solution designed specifically for the client environment thereby increasing the probability of winning the sale," Selbert said.

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Day 2

American Telesis Enhances Support with New Office

Channel Partners Conference & Expo sponsor American Telesis (Booth 133) has added a new office in Longmont, CO to bolster its Ethernet and IP service and support. The new office, which opened last fall, includes seven people that provide sales and sales engineering support.

American Telesis, which is based in South Carolina will transition the rest of its sales, sales engineering and provisioning support to the Colorado office during 2007. The company is also planning to hire additional business development specialists to work from the Colorado office. The South Carolina location will continue providing maintenance support and will be the home to the finance, administration and marketing departments.

American Telesis also has offices in New York City at 1 Liberty Plaza, which, along with a satellite office in Philadelphia, supports agents and customers in the Northeast and Mid-Atlantic regions. The company's Indiana office supports the Midwest.

According to the company, Colorado was selected as the location for its expansion in order to improve West Coast support and because of the availability of technical talent in the area.